

INFORMATIZATION OF TRANSPORT SYSTEMS-DRIVING FORCE OF TOURISM DEVELOPMENT

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In the age of global informatization of all spheres of the tourism industry is left on the sidelines, but must keep pace with the future in order to remain the one of leading sectors of the global economy.

Regional and global transport system plays not the least role in tourism development, its functioning ensures the tourist flows. Fastidiousness of passengers - tourism product consumers and the need for storage and processing an increasing amount of information led to full informatization of transport systems.

Already there are nothing new on sites with an online schedule and fare information on a particular form of transport. Gradually interaction between transport campaigns and the banking sector has led to an online service that allows you to purchase a ticket in one "click" by transferring funds from your own to the appropriate account of transportation campaign.

At the request of demanding tourist who wants to plan your trip "here and now", took computer topics booking system (CRS), which originally were developed by combining of airlines services in on-line space/ Over time these systems by transferring equity joined the railway transport, road transport, shipping companies. As a result - the emergence of global distribution systems (GDS) which during the last decade have become an indispensable tool in the daily activities of tourism enterprises.

In the process of merger and transformation of certain capital market can be divided into four major GDS - Galileo, Amadeus, Sabre, Worldspan. Also good position have such GDS as Fidelio, Gabrielle [1, c. 170].

There are currently actively implemented and used innovative self-service (for example Travel Point) that allow potential consumers to independently develop, change their route, and if it is necessary just to cancel it.

So, transportation system is now an integral part of the global tourism industry. This innovative technology and information transport services is due to the rapid development of tourism industry and entering it to the top ten most promising sectors of the global economy.

References:

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